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Perceptions of the Energy Crisis by Alabamians

by

Richard M. Durand*

Since the 1973-74 Arab oil embargo and the dramatic increase in the price of oil, the United States has primarily attempted to balance energy supply and demand by following two strategies: seeking alternate domestic-energy sources and emphasizing energy conservation.

On the supply side, procedures have been examined for the development of solar and geothermal sources of energy, bioorganic sources of energy (e.g., methane), nuclear energy, and other fossil fuels. Although an increase in domestic supplies of energy will be necessary to reduce U.S. dependence on foreign oil in the long run, it is not sufficient and does not aid in reducing the crisis in the short run.

To reduce the energy crisis—both in the long and short run—a great deal of emphasis must be placed on the demand side to conserve or demarket energy. Since American consumers play a large role in energy consumption, the success of any program attempting to balance supply and demand must not overlook them.

Just as all individuals do not have the same values, attitudes, or beliefs toward another individual or product, all individuals do not perceive the energy crisis and what can be done to help alleviate it in the same fashion. Treating all consumers as if they hold the same attitude, by developing one strategy or program for all, will most certainly doom any consumer-oriented program on conserving energy just as such a strategy would generally doom the marketing of a product. Ultimately, before any effective conservation program can be mounted—with appropriate advertising, price rationing, or similar strategies—the first step must be to understand what the consumer believes, wants, and is willing or able to respond to when it comes to energy. The purpose of this study, therefore, is to provide an empirical understanding of how Alabamians perceive the energy crisis.

Methodology

Sampling Procedure. Data for the study were collected by a mail questionnaire sent to Alabama respondents in December 1978 and January 1979. The respondents were selected in two separate stages from the July 1978 billing records of Alabama Power Company. First, a sample of 3,000 was provided by selecting every 264th power customer from the company's list of 792,289 customers. Because a substantial number of those selected were businesses, a second sample of 2,000 was drawn, also in a systematic manner, by selecting every 396th customer. Of this second sample, approximately half were randomly selected for inclusion on a random basis.

Approximately 3,800 questionnaires were mailed with a cover letter explaining the purpose of the study. A reminder postcard was mailed approximately two weeks after the questionnaire. Of those questionnaires mailed, 692 or 18.2% were returned in usable form, a reasonable response given the length and complexity of the instrument and the return rates of similar studies. Furthermore, other factors may have influenced the response rate to the questionnaires. First, mailing the questionnaires during the Christmas season may have precluded some people from filling them out. Second, the questionnaires were sent by bulk rate and, therefore, were not forwarded if the respondent had moved.

To gain a more complete understanding of the effect of the nonresponse in the mail sample, a follow-up study of 73 individuals who had not completed the original questionnaire was conducted. These respondents were randomly selected from the total list of nonrespondents and were offered an incentive of $3.00 to complete the questionnaire. The incentive was deemed necessary to ensure a prompt response. The only significant difference found in this follow-up sample was that more females responded (54.8%) than in the original sample (32.2%).

Sample Profile. The demographic profile of those respond-

Table 1

Demographic Profile of the Respondents

Characteristics	Percentages*	Number Responding†
Sex		
Male	67.8	442
Female	32.2	219
Marital Status		
Single / Resingled	26.5	181
Married	73.5	503
Occupation		
White collar	37.4	252
Blue collar	31.5	212
Retired	17.4	117
Unemployed / Homemaker	13.8	93
Age		
Under 25	5.7	39
25-44	40.0	274
45-64	40.2	275
65 and over	14.0	96
Area of Residence		
Rural	21.4	146
Small town	19.7	134
City	27.2	185
Suburb	31.7	216
Home Ownership		
Own	84.6	577
Rent	15.4	105
Educational Attainment		
Elementary school	8.3	57
Some high school	11.4	78
Completed high school	17.3	118
Vocational or technical training after high school	11.7	80
Some college	23.0	157
Completed college	12.4	85
Some graduate study	15.8	108
Annual Income		
$0-$4,999	8.2	55
$5,000-$14,999	31.7	212
$15,000-$24,999	34.2	229
$25,000 or more	25.9	173
Zip Code		
Jasper, Tuscaloosa, Birmingham, Gadsden	63.9	427
Opelika, Montgomery, Selma	26.3	176
Mobile, Evergreen, Dothan	9.7	65
Race		
Black	12.5	85
White	86.8	592
Other	0.7	5

*Total percentages may not add to 100% due to rounding.

†The number responding to each category will not add up to 692 because of incomplete, though usable, questionnaires.

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ing to the questionnaire is presented in Table 1. As can be seen, males were overrepresented in the survey with 67.8% of the total respondents. This may have been due to the envelopes' being addressed to the individual shown on the power company's billing list, which is normally in the husband's name. Addressees, however, were given the option of either completing the questionnaire themselves or, if married, having their spouse fill it out. Obviously, many males decided to fill it out themselves rather than delegate it. Of the total number of respondents, 73.5% were married, and the average family size was approximately 2.9 people. The average age of the respondent was approximately 47.

From an economic perspective, the largest segment of the respondents were employed in white collar jobs (37.4%) and had at least some college training other than vocational or technical (51.2%). Correspondingly, over 43% of the sample also reported a family income of $20,000 or more and almost 85% owned rather than rented their residence.

Limitations. Although a sample of 692 respondents is certainly a meaningful number—particularly since all of the demographic segments were well-represented and since no substantial differences were found in a follow-up sample—several limitations must be noted. First, the response rate was not as high nor as representative of women or the lower socioeconomic classes as one would have hoped. It should be mentioned, however, that the follow-up study was successful, with only differences in the sex of the respondents found. Second, although several implications will be drawn from the results, causality cannot be determined from the responses to a mail questionnaire. Finally, besides the other problems with survey research, one major limitation of this study is that it is already "old." Since these data were collected, two major energy-related problems have surfaced: the Iranian oil crisis and the nuclear accident at Three Mile Island. Undoubtedly, both of these events can be expected to alter the overall beliefs and behavior of consumers.

Perceptions of the Energy Crisis

An infinite number of issues can be examined that relate to how the energy crisis is perceived by Alabamians. For this study, 40 specific questions dealing with the energy crisis were included. However, because interpretation of 40 individual issues is cumbersome at best, 25 of the questions have been grouped through the use of factor analysis into six meaningful areas which summarize how the energy crisis is perceived. The issues and the distribution of responses to them are presented in Table 2.

Attempts to Solve the Energy Crisis. Responses to questions dealing with identifying who has attempted to solve the energy crisis show that, beyond a shadow of a doubt, Alabamians do not believe that all has been done to alleviate the crisis. Almost 86% of the sample state that Congress has not done all that it can to solve the energy problem, and approximately 78% feel that way about President Carter. The energy-related industries fare worse than the President yet

Table 2

Response to Energy-Related Issues

Factor	Percentage* Disagree	Neutral	Agree	Number Responding†
Attempts to Solve the Energy Crisis				
1. Congress has done all it can to solve the energy problem	85.6	10.3	4.1	687
2. President Carter has done all he can to solve the energy problem	77.8	11.5	10.8	688
3. The electric companies have done all they can to solve the energy problem	83.8	9.6	6.7	690
4. The petroleum companies have done all they can to solve the energy problem	83.0	10.3	6.7	687
5. The natural gas companies have done all they can do to solve the energy problem	78.9	13.0	8.2	687
Magnitude of the Energy Crisis				
1. Rationing of energy resources will be necessary for at least the next five years	40.0	13.4	46.6	685
2. At this point in time, our traditional energy resources (coal, oil, natural gas, etc.) are insufficient to continue energy consumption at the present rate	33.0	9.5	57.5	684
3. The worst of the energy crisis has passed**	68.7	18.7	12.6	683
4. The energy crisis is for real	20.3	10.9	68.8	679
5. If the energy shortage gets any worse, the country will be in bad shape	19.0	12.0	69.1	686
6. Saving energy requires you to make major sacrifices	25.8	5.4	68.7	681
7. Science and technology will be able to resolve the energy crisis without conservation**	63.0	17.3	19.6	682
Pollution and the Energy Crisis				
1. Because of the abundance of coal, industries should be encouraged to switch to coal as a fuel despite the air pollution it causes	28.6	12.8	58.5	685
2. We should forget about reducing pollution until our energy problems are solved	53.4	5.8	40.7	685
3. Utility companies should be allowed to burn cheaper fuel even though this would cause more pollution	39.6	17.0	43.4	684
Construction of Power Plants				
1. Nuclear power plants will help save our scarce resources	8.4	21.9	69.7	677
2. Utility companies should build more power plants to meet energy demand	16.4	27.7	55.9	687
3. Nuclear power plants are a menace to our society**	58.6	26.9	14.5	677
Consumer Impact on Energy Conservation				
1. My personal conservation efforts have little impact on total consumption of energy	48.5	9.7	41.8	682
2. My electricity bill would be the same no matter what I did	72.2	3.9	23.9	687
3. There is not much the average citizen can do to save electricity	82.6	2.5	14.9	689
4. Conserving electricity will save me money in the long run**	10.5	5.3	84.2	685
5. It would be very hard for me to cut down on the use of electricity in my home	56.7	4.8	38.4	658
Perception of Corporate Advertising on Energy Issues				
1. Companies that advertise their efforts to reduce air pollution are more concerned with public relations than pollution control	24.2	19.7	56.1	686
2. Oil companies that advertise their efforts to develop new energy sources are more concerned with public relations than resource development	30.2	19.8	50.0	686

*Total percentages may not add to 100% due to rounding.
†The number responding to each question is consistently less than 692 because of incomplete, though usable, questionnaires.
**This statement should be reverse scored to make it consistent with the other issues in the factor.

somewhat better than Congress. With such an overwhelming percentage of the sample doubting that the energy-related companies and elected officials have done much to solve the energy problem, it is understandable why a significant percentage of the population does not feel that they can do much to help reduce the energy crisis through individual actions.

Magnitude of the Energy Crisis. The second factor is comprised primarily of seven belief statements dealing with the magnitude of the energy crisis. Responses to these questions appear to indicate two things. First, the energy crisis is, for the most part, perceived to be a real phenomenon. Almost 70% of the sample agree with the statement that if the energy problem gets much worse, the country will be in bad shape; approximately 68% perceive that the energy crisis is for real; and nearly 69% feel that the worst of the energy crisis has not passed. Although a majority agree with statements dealing with the magnitude of the energy crisis, one cannot overlook the fact that at least 30% are either neutral or do not perceive the crisis to be "for real" or feel that science will resolve it.

Second, given that most people feel that the United States is in the midst of an energy crisis, it is interesting to note that a significant percentage of the respondents feel that rationing will not be necessary (almost 40%). They do acknowledge, however, that science and technology will be unable to resolve it without conservation and that traditional resources are insufficient to continue energy consumption at the present rate.

Pollution and the Energy Crisis. One approach that has been proposed as a means of easing the energy crisis is to reduce pollution standards so that business and utilities can use fuel which is more plentiful yet causes pollution. In a national survey conducted by Cambridge Reports, 34% of the sample favored converting electric utilities to coal, even if it meant great pollution. In the South, it found 43% were in favor of allowing utilities to burn cheaper fuel and 44% were opposed.[1] The sample in this study is far more in favor of encouraging industries to burn coal despite air pollution, with 58.5% agreeing with the statement and 28.6% disagreeing.

For this factor, therefore, it appears that there are substantial segments on each side of the issue of reducing the energy crisis by burning cheaper fuel. As would be expected in view of Alabama's large coal reserves, more citizens here are in favor of forgetting completely about pollution until the energy problems are solved. One possible reason for this is that most respondents perceive the energy problem as an enduring one rather than one which will be solved in the short run.

Construction of Power Plants. In interpreting the questions relating to the construction of power plants, it is important to reiterate that the data were collected prior to the Three Mile Island nuclear power problem. There is no way of estimating how this situation might have influenced the responses.

Many of the respondents agree to questions concerning the building of power plants and feel that nuclear power plants will help save scarce resources. Only 14.5% indicate that they perceive nuclear power to be a menace to society, whereas 58.7% say that it will not be. The most interesting conclusion to be made concerning this set of issues, however, is the large amount of neutral responses given to the questions. The average percentage of neutral response for the three questions is 25.5%, which is significantly greater than that found for the other factors. Both the large number of neutral responses and the degree of favorableness towards nuclear power and the construction of power plants were also found for the South by the Cambridge Reports study and by a study by Craig and McCann in New York.[2]

Consumer Impact on Energy Conservation. How consumers perceive their behavior to impact energy conservation is very crucial. Overall, the responses seem to indicate that consumers feel that they can conserve electricity and that conserving will save them money. There appears to be a significant segment of citizens, however, who feel that their efforts do not impact the total picture and that it will be hard for them to cut down on the use of electricity in their homes. Approximately 42% feel that their conserving energy will not impact the total energy consumption, a figure substantially higher than that received in an FEA-sponsored national survey in 1977. In that study, only 32% of those living in the South felt that the solution to the fuel shortage is in the people's hands.[3]

Perception of Corporate Advertising on Energy Issues. The credibility of conservation-oriented messages presented by energy-related firms is very important to the total conservation effort in Alabama as well as for the country as a whole. However, at least 50% of the respondents report that advertising efforts by companies concerning the development of either new energy sources or the reduction of air pollution are done for public relations purposes. Thus, citizens apparently perceive corporate advertising of the energy crisis as lacking credibility. This possibility is consistent with research by Craig and McCann in 1978 that found an advertising message originating from the Public Service Commission of New York to be more effective in generating requests for conservation information than the same message originating from Consolidated Edison of New York.[4]

Perceived Ways to Conserve Energy

A number of avenues are open both to the federal government and to consumers to impact energy usage and conservation. The government, for example, can remove price regulations on energy, tax energy, ration, or provide economic incentives to conserve. All of these actions have been proposed or implemented to one degree or another. Consumers, on the other hand, can make their residences more energy efficient through adding storm doors, insulation, and the like; changing their thermostats so as to consume less energy; or purchasing gas-saver automobiles.

Consumer preferences for government action to encourage conservation are presented in Table 3. There appear to be two factors operating in terms of what consumers would like to see the government do. First and foremost, Alabamians are most anxious for the government to solve the crisis by any means that doesn't directly cost them money. Over 83% of the sample state that they favor the government setting conservation standards for new homes and buildings, and over 50% favor the government paying part of the cost of insulation or storm windows. Consistent with the philosophy of not wanting an increase in the price of energy, almost 50% also favor sending limited energy supplies where they are most needed.

There is little doubt that Alabamians, along with the rest of the nation, are opposed to increases in energy prices. The

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[1]Cambridge Reports, *The American Public Looks at Energy and the Electric Utility Industry: Problems, Costs and Solutions* (Cambridge, Mass.: Cambridge Reports, April 1978).

[2]Ibid.; D. Samuel Craig and John M. McCann, "Marketing Energy to Residential Consumers of Electricity," Graduate School of Business and Public Administration, Cornell University, January 1977. (Mimeographed)

[3]U.S. Federal Energy Administration, *The Public's Behavior and Attitudes during the February 1977 Energy Crisis*, by The Gallup Organization (Princeton, N.J.: The Gallup Organization, March 1977).

[4]Craig and McCann, "Assessing Communication Effects on Energy Conservation," *Journal of Consumer Research* 5 (September 1978): 82-88.

Table 3

Consumer Preferences for Government Practices to Encourage Conservation

Government Practice	Percentage* Favor	Neutral	Oppose	Number Responding†
1. Remove price regulations and allow the price of fuels to go up	19.2	7.3	73.4	681
2. Send limited supplies to where they are most needed	49.6	24.9	25.6	680
3. Pay part of cost of installing extra insulation or storm windows	52.6	15.3	32.1	680
4. Set conservation standards for new buildings and houses that builders must follow	84.9	5.7	9.4	680
5. Tax gasoline to make it more expensive	5.1	7.9	87.0	683
6. Tax natural gas to make it more expensive	3.2	8.1	88.7	682
7. Tax electricity to make it more expensive	2.2	6.3	91.5	683

*Total percentages may not add to 100% due to rounding.
†The number responding to each question is consistently less than 692 because of incomplete, though usable, questionnaires.

results shown in Table 3 indicate that Alabamians feel the same way. Approximately 74% are opposed to removing price regulation and allowing the price of fuels to go up. Removing price regulation is perceived to be more favorable, however, than taxing fuels to make them more expensive. At least 87% of the sample oppose taxing gasoline; 88.7% oppose taxing natural gas; and 91.5% oppose taxing electricity.

To find if all individuals feel essentially the same towards potential government solutions on energy-related activities, correlation analysis was done to see if any segments prefer the price-oriented methods of conservation which have received the greatest attention from the U.S. government. The results of this analysis indicate that individuals most apt to favor removal of price regulations and the taxing of natural gas, gasoline, and electricity are those who: (1) feel that all has not been done to solve the energy crisis, (2) perceive the energy crisis to be an enduring and important one, (3) feel that the average citizen can influence conservation, and (4) have higher family incomes than do those not favoring increasing energy prices.

Conclusions and Recommendations

One of the most disconcerting findings of this study is the manner in which Alabamians perceive the energy crisis. Although many feel that the government and energy-related firms have not done enough in attempting to solve the energy crisis, they are most in favor of those energy-saving alternatives which affect them least. Deregulation of energy prices and the taxing of energy, which would ultimately reduce demand—presuming it is elastic—are not supported by majority of the sample. The citizens would rather see the government shift the supplies around, require new standards for buildings, permit the construction of additional power plants, and permit power plants to switch to burning fuel which is more plentiful yet higher in pollutants.

Because of the apparent confusion over what the government has done to alleviate the energy crisis, more emphasis must be placed on providing the citizens with consistent and credible information on an ongoing basis. Additionally, more emphasis should be placed on communicating what the consumer can do to reduce energy usage by the state and federal governments. Since a good deal of the corporate advertising was perceived as public-relations oriented, government agencies must make a greater effort to pass this information along to the consumer.

Finally, since consumers are more likely to favor less painful solutions to the energy problem, two specific recommendations can be made which should be well-received by the general public. First, more stringent conservation standards should be placed on new homes and buildings. Potential changes include such items as increasing insulation requirements, installation of heat pumps, use of double-pane glass, etc. Second, for existing structures, substantial tax incentives or guaranteed loans should be offered for adding insulation, heat pumps, etc.

Banking Data Notice

More Banking Supplements Will Be Published

With the March-April 1979 issue of *Alabama Business*, we initiated a new feature for our publication: the *Alabama Business Banking Supplement*. The *Supplement* included the following banking data for the state as a whole as well as for individual counties: quarterly banking figures describing total assets (including detailed data on government securities and net loans), total liabilities (including detailed data on demand deposits, time and savings deposits, and net federal funds purchased), and equity capital.

Response to the new feature was encouraging, and two additional supplements—carrying the series through the third quarter of 1978—were published during the year. Since the publication of the July-August issue of *Alabama Business*, however, we have been waiting for fourth quarter 1978 data.

This brief notice is published to let you know that the *Alabama Business Banking Supplement* will be published again as soon as we are able to obtain the data. Efforts are currently being made not only to obtain these data but also to work out some type of arrangement whereby the information will be available on a more timely basis.

Alabama Business at a Glance

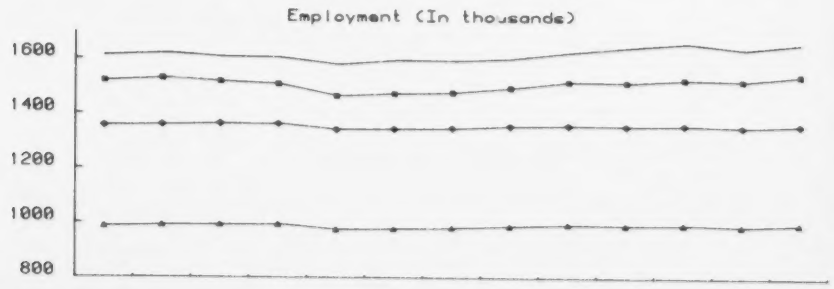
(SEPTEMBER 1978 - SEPTEMBER 1979)

Civilian labor force

Total employment

Nonagricultural employment

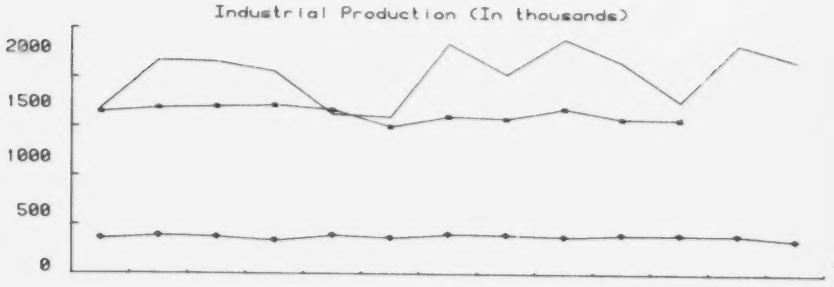
Nonmanufacturing employment



Bituminous coal (net tons)

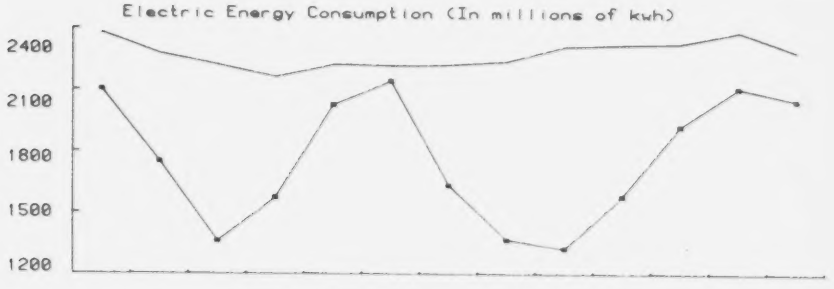
Crude oil and condensate (barrels)

Pulp, paper, and paperboard (net tons)



Industrial purposes

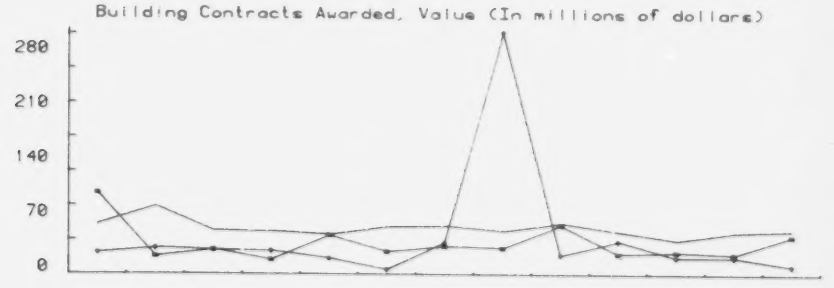
Nonindustrial purposes



Residential

Nonresidential

Public works and utilities

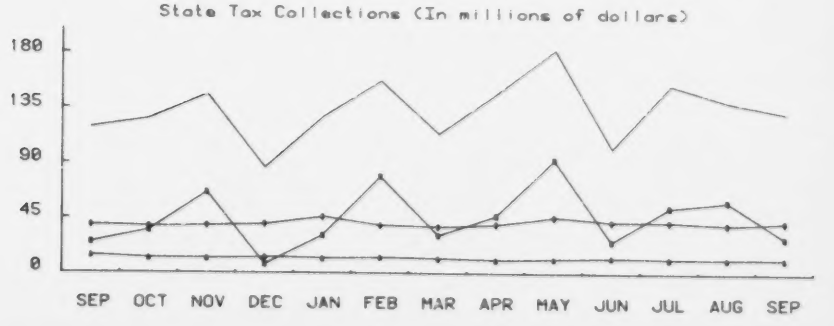


Total

Income

Sales

Gasoline, excluding aviation fuel



GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1978				1979								
	1977	1978	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
INDUSTRIAL															
Bituminous coal production[1] *(1,000 net tons)*	21,545r	20,110r	1,682	2,171	2,156	2,056	1,625	1,595	2,344	2,034	2,390	2,150	1,756	2,335	2,172
Cement shipments *(1,000 net tons)*	2,351r	2,837r	282	291	222	189	170	160	239	275	264	255	209	260	.....
Coke production *(1,000 net tons)*	4,083	3,670	344	369	369	366	367	360	396	370	392	397	402	416	.....
Cotton consumption *(1,000 lbs.)*	420,318	412,082	34,356	34,144	40,458	30,744	34,201	30,829	36,388	32,529	33,488	32,487r	27,346	.....	.....
Crude oil and condensate production *(1,000 barrels)*	18,411	19,824	1,649	1,692	1,704	1,718	1,671	1,499	1,606	1,581	1,684	1,578	1,572	1,571	.....
Electric energy consumption, industrial purposes *(1,000,000 kwh)*	25,747	27,073	2,476	2,376	2,320	2,262	2,323	2,316	2,321	2,339	2,412	2,421	2,427	2,484	2,384
Pig iron production *(1,000 net tons)*	3,014	3,417	277	310	275	286	299	306	339	286	334	338	332	345	273
Pulp, paper, and paperboard production *(1,000 net tons)*	4,501	4,455	356	387	372	337	393	365	404	395	377	398	397	394	345
Steel ingot production, adjusted index *(1967 = 100)*	82.7	93.2	94.2	104.1	97.7	101.5	107.3	90.9	96.1	96.4	94.6	91.6	90.0	.....	.....
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] *(1,000 net tons)*	3,959	4,265	354	392	352	368	372	358	411	370	412	377	386	397	344
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] *($1,000)*	1,980,024r	2,649,314	309,301r	226,681	187,097	162,414	191,706	152,064	222,302	634,517	243,317	196,589	151,649	161,468r	184,407
Residential	1,016,144r	1,304,837	101,035r	137,510	88,365	85,667	80,583	97,033	99,449	88,334	104,524	87,394	70,462	85,764r	89,745
Nonresidential	593,847r	658,761	165,244r	36,233	49,530	29,385	79,159	46,131	56,659	53,305	99,508	41,615	45,541	41,023r	77,986
Public works and utilities	370,033r	685,716	43,022r	52,938	49,202	47,362	31,964	8,900	65,286	492,879	39,284	67,580	35,446	34,881r	16,676
Cement consumption *(1,000 net tons)*	1,400r	1,498r	129	149	117	104	65	77	126	108	126	122	100	132	.....
FINANCE															
Insurance sales, ordinary life *($1,000)*	4,543,568r	4,993,002	422,418	429,125	415,287	460,925	409,115	421,672	492,090	497,596	517,002	512,417	492,023	507,071	442,191
Savings in savings and loan associations[4] *($1,000,000)*	3,332	3,775	3,688	3,709	3,729	3,775	3,814	3,836	3,898	3,882	3,889	3,939	3,954	3,963	.....
Tax collections *($1,000)*															
Total	1,320,681	1,477,673	119,069	125,995	146,423	86,045	127,816	157,198	113,632	146,612r	182,986	101,688	154,192	140,304	131,403
Franchise	33,784	37,481	4,347	4,395	1,529	3,178	2,145	388	8,821	3,234	1,305	2,515	5,588	2,073	4,573
Gasoline (excl. aviation)	144,949	150,919	13,586	12,328	12,845	12,392	12,691	12,335	11,233	12,544	12,027	12,705	11,893	11,772	12,485
Income	420,817	493,972	25,448	34,968	66,499	7,096	30,912	78,730	31,170	46,630	93,294	25,573	54,075	59,467	29,447
Motor fuels	23,474	26,791	1,872	2,712	3,082	2,688	1,914	2,449	2,085	2,167	2,521	2,127	1,764	2,461	1,937
Sales	415,947	456,694	39,086	38,011	39,480	40,570	46,301	38,795	38,210	39,694	46,567	42,481	41,738	40,000	42,323
2.2% Gross receipts	20,168	25,861	3	6,794	56	8	6,731	106	30	6,669	199	.....	6,824	40	.....
TVA electric	19,109	19,652	5,576	.....	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	7,317
Tobacco	50,630	52,099	4,437	4,502	4,324	4,186	4,228	3,772	4,052	4,235	4,420	4,330	4,871	4,575	4,986
Use	50,981	51,435	542	7,816	4,575	916	8,412	4,717	808	8,431	5,542	655	9,732	4,121	393
Utility	70,910	79,978	7,512	7,608	6,792	7,276	6,644	7,115	8,562	8,453	10,041	4,640	10,280	8,041	8,549
PRICES															
Consumer Price Index, U.S.[5] *(1967 = 100)*															
All items	181.5	195.4	199.3	200.9	202.0	202.9	204.7	207.1	209.1	211.5	214.1	216.6	218.9	221.1	223.4
Food	192.2	211.4	215.6	216.8	217.8	219.4	223.9	228.2	230.4	232.3	234.3	235.4	236.9	236.3	237.1
Housing	189.6	202.8	207.5	209.5	210.6	211.5	213.1	215.6	217.6	219.3	222.4	225.5	228.4	231.5	234.6
Fuel and utilities	202.2	216.0	218.8	220.1	218.5	219.9	221.5	223.3	225.9	227.5	232.2	239.0	243.5	247.2	251.2
Apparel and upkeep	154.2	159.6	161.9	163.3	164.1	163.2	160.7	161.4	164.3	165.4	166.1	165.7	164.3	166.3	169.8
Transportation	177.2	185.5	188.7	189.7	191.4	192.6	193.9	195.6	198.1	202.9	207.7	212.6	216.6	219.6	221.4
Medical care	202.4	219.4	222.6	224.7	227.0	227.8	230.7	232.6	233.9	235.1	236.3	237.7	239.9	241.8	243.7
Energy	.....	220.4	225.1	226.5	225.9	228.3	231.5	235.0	241.2	250.2	260.8	275.4	287.1	296.3	304.3
Producer Price Index, U.S.[6] *(1967 = 100)*															
All commodities	194.2	209.2	212.3	214.9	215.7	217.5	220.8	224.1	226.7	230.0	232.0r	233.1	236.6	238.1	241.7
Industrial commodities	195.0	209.3	212.4	214.7	216.0	217.2	220.0	222.5	225.4	229.0	231.6r	233.5	237.2	240.3	243.8
Index of prices received by Alabama farmers *(1966-68 = 100)*	184.0	206.0	210.0r	210.0	212.0	219.0	234.0	244.0	250.0	248.0	243.0	228.0	221.0	212.0	221.0
Purchasing power of the dollar, U.S. *(1967 = $1.000)* As measured by															
Consumer prices	.551	.512	.502	.498	.495	.493	.489	.483	.478	.473	.467	.462	.457	.452	.448
Wholesale prices	.515	.478	.471	.465	.464	.460	.453	.446	.441r	.435	.431r	.429	.423	.420	.414
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force *(1,000 workers)*	1,534.0	1,593.0	1,612.4	1,621.0	1,606.2	1,603.9	1,579.1	1,595.0	1,592.8	1,601.4	1,623.8	1,643.7	1,659.7	1,637.6	1,659.2
Unemployment	114.0	101.0	93.2	91.7	89.3	96.7	115.3	122.9	116.9	107.6	107.8	129.7	133.5	117.0	118.4
Unemployment rate	7.4	6.3	5.8	5.7	5.6	6.0	7.3	7.7	7.3	6.7	6.6	7.9	8.0	7.1	7.0
Employment	1,420.0	1,492.0	1,519.2	1,529.3	1,516.9	1,507.2	1,463.8	1,472.1	1,475.9	1,493.8	1,516.0	1,514.0	1,526.2	1,520.6	1,542.8
Nonagricultural	1,269.2r	1,336.3	1,355.3	1,359.5	1,361.7	1,361.3	1,340.6	1,343.1	1,346.5	1,354.0	1,356.0	1,354.0	1,358.2	1,351.9	1,359.9
Manufacturing	354.3r	365.3	369.2	368.0	368.2	367.5	365.7	364.8	363.8	364.9	361.6	362.7	362.7	362.4	362.1
Durable goods	165.8r	178.7	181.5	181.9	182.5	181.8	180.8	181.0	181.6	181.9	180.6	181.7	180.2	179.4	180.3
Lumber and wood products	28.9r	30.0	30.5	30.4	30.3	30.3	30.1	29.9	30.3	30.1	30.1	30.2	30.1	29.8	29.7
Stone, clay, glass products	10.3r	10.8	10.8	10.9	11.0	10.9	10.8	10.7	10.8	10.8	10.8	10.6	10.6	10.7	10.6
Primary metals	42.2r	44.6	44.9	45.0	45.1	44.9	44.3	44.3	44.1	44.8	44.6	45.0	44.4	43.8	43.4
Blast furn. and steel works	17.4r	18.4	18.4	18.5	18.7	18.7	18.5	18.6	18.6	18.8	18.7	18.9	18.9	18.6	18.3
Iron and steel foundries	13.6r	14.7	14.8	14.9	14.7	14.6	14.1	13.9	13.9	14.2	14.1	14.2	13.9	13.9	13.9
Fabricated metals	24.8r	25.3	25.1	25.4	25.7	25.4	25.3	25.0	25.2	25.4	24.6	24.6	24.4	24.8	25.0
Machinery (incl. electrical)	27.0r	31.2	32.0	32.0	32.2	32.2	32.4	32.5	32.5	32.8	33.1	33.2	32.7	32.0	32.7
Transportation	17.9r	20.1	21.2	21.5	21.5	21.5	21.5	21.9	22.1	22.0	21.1	21.5	21.3	21.8	22.1
Other durable goods	14.7r	16.7	17.0	16.7	16.7	16.6	16.4	16.7	16.6	16.0	16.3	16.6	16.7	16.5	16.8
Nondurable goods	188.5r	186.6	187.7	186.1	185.7	185.7	184.9	183.8	182.2	183.0	181.0	181.0	182.5	183.0	181.8
Food	27.3	27.3	27.7	27.7	27.8	27.7	27.5	27.4	27.2	27.4	27.4	27.8	28.2	27.7	28.2
Textile mill products	47.2r	45.6	45.8	45.4	45.3	45.2	45.3	45.0	44.6	44.7	44.2	43.1	42.9	43.[illegible]	43.0
Apparel	52.5r	52.9	53.7	53.2	52.7	52.7	52.2	50.9	50.2	50.5	50.3	53.3	50.2	51.3	51.0
Paper and allied products	20.2r	19.4	19.3	18.9	18.9	19.0	18.8	19.4	19.1	19.2	19.3	19.5	19.5	19.1	18.4
Printing and publishing	9.6r	9.9	9.9	9.9	9.8	9.9	9.9	9.9	9.8	9.8	9.8	9.8	9.8	9.7	9.6
Chemicals and allied products	15.1	15.2	15.3	15.2	15.2	15.2	15.2	15.2	15.3	15.4	15.4	15.6	15.7	15.7	15.5
Rubber products	13.0r	13.1	13.2	13.1	13.3	13.3	13.3	13.4	13.4	13.4	12.0	11.3	13.6	13.7	13.5
Other nondurable goods	3.6r	3.2	2.8	2.7	2.7	2.7	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6
Nonmanufacturing	914.9r	971.0	986.1	991.5	993.5	993.8	974.9	978.3	982.7	989.1	994.4	991.3	995.5	989.5	997.8
Mining and quarrying	13.9r	13.6	16.0	16.1	16.2	16.1	16.1	15.9	15.7	15.8	15.8	16.0	15.9	16.1	16.2
Bituminous coal mining	10.1r	9.8	12.0	12.1	12.2	12.1	12.1	11.9	11.7	11.8	11.9	12.0	11.9	12.1	12.2
Contract construction	75.9	79.6	83.7	82.8	81.6	78.8	70.0	71.6	74.4	76.4	78.9	81.7	81.8	81.1	80.9
Trans., comm., and utilities	65.0r	69.2	71.2	71.1	71.1	70.9	70.3	70.5	71.2	71.5	71.4	71.5	71.8	72.1	71.2
Trade	259.1r	268.9	273.9	274.0	275.8	280.8	271.9	269.6	270.4	274.4	274.2	274.8	275.1	275.6	276.6
Wholesale	70.8r	72.4	74.1	73.9	73.8	73.8	73.9	73.7	74.0	74.6	74.0	74.7	74.4	74.5	75.1
Retail	188.3r	196.5	199.8	200.1	202.0	207.0	198.0	195.9	196.4	199.8	200.2	200.1	200.7	201.1	201.5
Finance, insurance, real estate	55.4r	57.6	58.3	58.2	58.2	58.3	58.2	58.4	58.6	58.5	58.8	59.2	59.2	59.2	58.9
Service and miscellaneous	179.3r	192.0	195.0	194.7	194.6	194.6	194.1	194.6	195.1	196.3	197.5	198.5	199.2	199.8	201.0
Government	266.3r	290.1	288.0	294.6	296.0	294.3	294.3	297.7	297.3	296.2	297.8	289.6	292.5	285.6	293.0
Federal	63.1r	64.3	64.5	64.7	64.5	64.0	62.9	63.0	63.0	62.8	63.2	63.7	63.7	63.7	62.9
State and local	203.2r	225.8	223.5	229.9	231.5	230.3	231.4	234.7	234.3	233.4	234.6	225.9	228.8	221.7	230.1

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978				1979								
	1977	1978	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	272,736	269,276	22,052	22,338	19,310	15,400	26,816	21,537	26,105	23,413	30,434	32,953	28,365	29,456	.....
Nonagricultural placements	115,250	109,979	9,243	8,557	6,583	4,945	7,165	6,739	8,652	7,958	8,852	13,975	14,316	10,770	.....
Unemployment compensation															
Initial benefit claims *(number)*	308,697	297,194	16,645	19,299	20,603	26,532	66,646	30,242	32,653	26,812	27,089	29,457	47,001	29,322	.....
Payments ($1,000)	108,675	107,482	7,030	7,294	7,987	8,266	13,180	11,295	12,913	9,874	10,782	9,818	11,599	11,927	.....
County data *(civilian labor force and unemployment rate)*															
Autauga	10,475r	12,754	13,225	13,349	13,309	13,386	13,357	13,659	13,371	13,508	13,816	13,877	14,040	13,753	13,895
	4.2	6.5	5.7	5.8	5.6	6.2	8.1	9.3	7.1	6.9	7.4	6.5	6.9	5.6	5.9
Baldwin	27,495r	29,408	30,006	29,947	29,828	29,739	29,254	29,425	29,829	29,989	30,220	30,990	30,855	30,064	29,987
	6.7r	6.0	5.8	5.5	5.5	5.4	6.5	6.2	6.5	6.7	6.5	7.5	8.0	6.8	7.0
Barbour	10,712r	11,180	11,343	11,529	11,317	11,161	10,943	11,284	10,870	11,279	11,411	11,676	11,717	11,944	12,152
	8.0	7.1	7.1	6.5	6.7	6.5	7.8	9.9	7.8	8.0	7.2	9.4	9.4	9.6	10.1
Bibb	4,689r	5,124	5,136	5,154	5,042	4,882	4,846	4,863	4,900	5,090	5,042	5,056	5,166	5,165	5,175
	10.0r	9.4	6.8	7.5	8.4	8.6	10.5	13.0	11.8	11.6	10.0	8.3	8.4	7.1	8.2
Blount	13,097r	13,606	13,940	14,232	13,705	13,441	13,008	13,265	13,347	13,617	14,056	14,156	14,165	14,199	14,514
	7.1	5.8	4.7	4.9	4.6	5.6	7.3	7.2	6.6	6.5	6.1	6.8	6.7	6.1	5.9
Bullock	4,143r	4,254	4,635	4,572	4,359	4,207	4,044	3,977	4,023	4,114	4,297	4,290	4,342	4,418	4,592
	6.3r	7.0	8.1	8.1	7.7	7.5	8.5	7.4	7.2	7.1	6.7	10.2	10.2	9.5	8.4
Butler	8,119r	8,373	8,583	8,585	8,510	8,478	8,347	8,366	8,373	8,508	8,630	8,803	9,228	8,651	8,806
	6.0	6.2	6.0	5.2	4.7	4.9	5.7	8.1	7.3	6.9	6.3	8.3	13.9	6.3	7.0
Calhoun	41,669r	42,709	42,156	42,353	42,495	43,575	42,096	42,412	42,444	42,232	42,754	43,091	43,589	43,366	43,504
	9.1r	7.3	6.7	6.5	6.5	6.5	8.1	8.4	8.6	7.5	7.8	9.0	9.4	7.5	7.4
Chambers	17,508r	17,603	17,740	17,402	17,307	17,286	17,092	16,885	16,849	16,679	16,243	17,124	17,904	16,875	16,778
	4.6	5.3	5.2	5.5	5.7	6.2	7.2	8.0	8.5	9.8	9.4	10.2	14.3	9.7	9.0
Cherokee	8,912r	9,432	9,934	10,147	9,831	9,612	9,472	9,398	9,576	9,889	10,115	9,671	9,764	9,867	10,582
	6.9	5.7	4.5	5.1	4.4	4.3	5.3	6.0	5.4	5.0	5.1	6.4	7.0	6.2	5.2
Chilton	11,540r	11,931	12,073	12,144	11,824	11,803	11,630	11,729	11,719	11,876	12,255	12,192	11,949	12,157	12,412
	8.0r	7.3	6.5	6.2	6.1	6.5	10.1	9.3	8.7	8.6	8.3	9.2	9.6	7.4	7.5
Choctaw	5,164r	5,353	5,502	5,530	5,430	5,492	5,429	5,479	5,382	5,538	5,611	5,624	6,184	5,651	5,710
	8.3r	7.2	6.4	7.1	6.2	7.2	7.5	8.6	7.6	7.7	7.8	7.9	15.0	6.4	6.9
Clarke	9,758r	9,790	9,599	9,604	9,529	9,581	9,714	9,899	9,701	9,662	9,865	10,181	9,969	9,852	9,968
	8.1r	8.2	6.8	7.1	7.1	8.0	8.9	8.6	8.4	7.2	8.0	9.9	10.8	7.4	7.8
Clay	5,375r	5,674r	5,829	5,919	5,819	5,743	5,688	5,757	5,731	5,825	5,934	5,844	5,915	5,816	5,928
	6.1	6.1	5.2	4.9	5.2	5.7	9.2	11.8	11.0	11.5	11.3	12.2	11.2	9.9	8.3
Cleburne	4,556r	4,632	4,884	4,828	4,778	4,731	4,802	4,844	4,999	4,902	4,972	5,051	5,201	5,085	5,135
	5.0	5.5	3.8	3.8	4.0	4.3	6.3	6.6	8.2	5.1	5.2	5.8	6.0	7.2	4.5
Coffee	16,878r	18,137	18,791	18,941	18,798	18,859	18,696	19,164	19,187	19,230	19,590	19,594	20,369	19,889	19,924
	6.3r	4.9	3.9	3.9	3.8	4.2	4.6	5.4	5.8	4.6	4.6	5.5	7.4	4.7	4.6
Colbert	21,544r	22,115	22,351	22,228	22,069	22,122	21,815	21,838	21,632	21,825	21,806	22,204	22,528	22,222	22,542
	9.9	7.2	6.0	6.2	6.0	6.9	8.3	7.9	7.7	7.7	7.1	8.0	8.6	8.4	8.2
Conecuh	5,993r	6,584	6,864	6,933	6,760	6,691	6,620	6,772	6,702	6,758	6,965	6,931	7,105	7,099	7,126
	7.5r	5.8	4.8	5.1	5.4	6.1	6.9	7.7	6.8	7.1	7.8	10.1	9.6	10.9	9.5
Coosa	4,557r	4,839	4,924	5,038	4,924	4,940	4,885	4,959	4,900	4,979	5,104	5,176	5,300	5,232	5,281
	6.5r	5.3	5.0	5.3	5.0	4.8	6.0	5.6	5.9	5.4	6.2	7.1	6.8	6.3	5.8
Covington	15,004r	15,357	15,410	15,717	15,497	15,315	15,210	15,992	15,195	15,194	15,367	15,202	15,584	15,150	15,543
	7.4r	5.7	4.7	4.9	5.0	5.5	6.3	11.5	7.5	6.1	5.7	6.3	8.4	5.1	4.8
Crenshaw	5,974r	6,431	6,521	6,778	6,307	6,140	5,926	6,128	6,085	6,272	6,592	6,492	6,471	6,389	6,689
	5.7r	5.4	5.1	4.9	4.9	5.8	6.4	7.7	5.6	4.7	5.4	6.4	10.9	5.9	4.9
Cullman	24,183r	24,681	25,278	25,620	25,201	24,916	24,336	24,698	25,010	24,950	25,564	25,501	24,932	25,046	25,892
	8.6	6.5	5.7	5.9	5.6	6.5	8.0	8.2	9.2	6.7	6.6	8.1	7.7	8.6	7.1
Dale	10,135r	10,171	10,321	10,582	10,317	10,248	10,019	10,052	9,997	10,337	10,383	10,379	10,619	10,547	10,743
	9.8	6.7	5.2	5.5	5.3	5.9	6.6	7.3	6.9	8.8	7.2	8.3	9.0	7.5	6.9
Dallas	21,675r	20,769	20,775	20,654	20,338	20,295	19,910	20,019	20,002	20,440	20,572	21,135	21,632	20,897	20,860
	9.3r	8.8	7.7	7.2	7.2	7.7	10.2	10.1	9.6	9.9	9.1	10.7	12.3	9.0	8.7
DeKalb	23,215r	24,498	25,068	25,374	24,635	24,303	23,776	24,175	24,323	24,699	25,297	25,392	26,368	26,386	26,763
	7.7	6.0	4.8	4.7	4.8	5.6	7.2	7.4	6.9	6.7	5.6	6.5	6.9	5.8	6.1
Elmore	15,217r	17,699	18,311	18,459	18,448	18,488	18,316	18,549	18,554	18,733	18,982	19,416	19,444	19,209	19,363
	5.0	4.8	4.4	4.4	4.5	4.7	5.9	6.2	6.0	5.8	5.4	6.2	5.7	5.2	5.2
Escambia	15,117r	14,989	15,473	14,787	15,494	15,408	15,543	15,468	15,650	15,509	15,776	16,003	16,454	15,665	15,792
	8.7	6.8	5.7	5.8	5.7	6.9	8.4	9.4	8.9	8.2	8.3	9.3	11.9	8.4	7.9
Etowah	37,982r	39,597	39,623	39,416	39,523	39,682	39,738	40,015	39,754	40,105	40,326	40,862	41,595	40,355	41,779
	9.0r	7.0	6.2	6.2	6.1	6.3	8.5	8.0	7.3	7.0	6.7	7.9	7.9	6.7	7.9
Fayette	9,020r	9,637	9,813	9,855	9,759	9,641	9,322	9,417	9,192	9,308	9,433	9,416	9,691	9,575	9,946
	7.6r	6.0	4.5	4.5	4.5	5.0	6.2	8.9	7.3	7.6	6.3	7.6	7.9	5.7	6.5
Franklin	11,020r	11,067	10,866	10,951	10,957	10,962	10,777	11,038	10,908	11,005	11,010	11,300	11,685	11,250	11,250
	9.4r	7.7	5.9	5.5	6.1	8.0	8.4	11.3	8.4	7.4	6.5	9.6	10.5	7.8	7.1
Geneva	10,118r	10,397	10,922	11,014	10,741	10,437	10,065	10,701	10,217	10,410	10,641	10,182	10,653	10,232	10,824
	9.6r	6.2	4.4	4.2	4.2	4.8	5.4	11.0	6.0	5.5	5.3	6.2	7.4	4.9	4.4
Greene	3,678r	4,332	4,403	4,415	4,271	4,160	3,746	4,195	4,064	4,136	4,220	4,096	4,101	4,099	4,165
	16.2	10.0	8.3	8.2	8.8	9.0	14.0	15.3	17.5	16.9	16.2	16.6	15.0	13.4	12.5
Hale	4,769r	4,811	4,857	4,951	4,929	4,727	4,687	4,647	4,676	4,860	4,989	4,646	5,085	4,761	4,998
	12.5r	10.6	7.7	7.4	10.4	11.2	13.8	12.8	12.8	13.7	12.0	11.4	14.8	10.2	12.0
Henry	6,195r	6,776	7,254	7,513	7,149	6,820	6,582	6,645	6,668	6,824	7,048	6,705	6,859	6,680	6,980
	5.9	6.9	6.9	6.3	5.9	6.3	7.4	7.8	7.2	5.9	5.5	6.2	9.4	5.3	4.7
Houston	35,761r	38,083	39,233	39,456	38,485	38,760	37,080	37,633	37,414	37,996	39,160	39,293	39,749	39,289	39,935
	5.3r	5.3	5.0	4.9	4.3	5.1	6.1	6.3	5.6	5.3	5.4	5.8	6.5	5.1	4.7
Jackson	20,465r	20,333	20,804	20,906	20,604	20,291	19,914	20,188	20,341	20,798	20,803	20,563	21,322	21,076	21,533
	10.0r	6.9	6.1	5.5	5.1	5.8	8.1	8.4	8.0	8.3	6.8	7.8	8.4	8.0	7.7
Jefferson	306,289r	302,793r	301,101	302,270	301,765	303,633	298,547	299,672	300,294	301,120	304,275	308,516	310,525	308,249	313,415
	6.7r	5.4	5.1	5.2	5.0	5.4	6.2	6.3	6.4	5.6	5.6	6.6	6.0	5.9	6.1
Lamar	6,837r	7,949	8,065	8,229	8,061	7,997	7,846	7,901	7,912	7,966	7,937	7,997	8,097	8,105	8,203
	5.3r	5.5	4.4	4.3	4.0	4.6	4.7	5.6	7.8	7.2	4.8	5.8	5.4	5.0	5.3
Lauderdale	30,565r	32,496	33,132	32,936	32,845	32,815	32,605	32,749	32,304	32,378	32,764	33,825	34,167	33,610	34,148
	7.3	5.9	5.0	5.1	5.3	6.0	8.0	8.0	7.3	6.7	7.3	9.4	9.6	9.2	9.2
Lawrence	10,521r	12,566	13,259	13,307	13,073	12,869	12,852	13,012	13,134	13,272	13,198	13,224	13,407	13,068	13,027
	9.7r	7.3	6.0	5.9	6.0	6.6	9.2	9.3	10.5	7.7	7.5	8.8	9.4	10.2	8.9
Lee	29,544r	31,733r	31,494	32,467	32,356	31,799	31,857	32,357	32,055	31,934	32,434	32,562	32,270	31,990	31,795
	4.2r	4.0	4.1	3.4	3.4	3.9	5.0	4.7	4.3	4.3	4.6	4.7	5.5	5.2	4.6
Limestone	18,477r	19,819	20,303	20,224	20,020	19,987	19,876	20,095	19,893	20,182	20,462	20,836	21,166	20,922	21,298
	7.8	6.6	6.1	5.3	5.5	6.0	7.8	8.3	7.2	7.0	6.5	8.3	7.6	7.7	7.5
Lowndes	4,000r	4,376	4,564	4,697	4,606	4,540	4,292	4,408	4,317	4,445	4,535	4,462	4,519	4,627	4,633
	10.2	7.4	8.5	7.7	6.7	7.8	9.9	10.7	8.9	7.7	7.9	9.4	10.3	8.7	8.0
Macon	7,104r	7,231	7,273	7,286	7,117	7,089	7,045	7,037	7,047	7,077	7,276	7,146	7,252	7,264	7,380
	7.5r	6.4	7.3	6.9	6.9	7.2	8.5	8.3	7.7	6.9	7.6	9.4	9.3	9.5	6.8
Madison	84,800r	86,159r	86,769	87,175	85,873	85,684	84,288	84,907	86,889	85,956	87,690	90,635	91,038	89,810	91,062
	7.6	6.1	5.4	5.5	5.2	5.6	6.5	6.7	6.6	6.0	6.1	9.3	7.6	7.5	6.9
Marengo	8,718r	8,839	9,076	9,133	8,895	8,817	8,399	8,388	8,430	8,697	8,737	8,673	8,884	8,545	8,833
	9.0r	6.8	5.9	5.6	5.8	6.5	7.7	8.1	7.2	8.9	6.6	8.3	10.2	6.8	7.9
Marion	10,954r	11,612r	11,758	11,755	11,839	12,053	11,714	12,207	11,749	11,767	11,833	12,081	12,199	11,747	11,988
	6.2	6.6r	5.3	5.3	5.8	8.8	8.3	14.3	9.7	8.0	7.4	9.1	10.5	8.8	8.9
Marshall	24,156r	27,349	28,351	28,477	28,209	28,239	28,081	28,087	27,837	28,111	28,501	28,946	29,675	28,792	29,391
	7.3	7.1	6.4	6.4	6.7	7.4	9.2	8.7	7.7	7.1	6.6	8.1	8.3	6.6	6.7
Mobile	145,471r	149,460r	150,774	150,254	149,179	149,621	147,490	149,011	150,314	149,569	152,750	157,130	155,473	153,130	153,469
	8.5r	7.2	6.9	6.6	6.2	6.7	8.0	8.1	7.9	7.2	8.2	9.5	9.4	9.2	8.8

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978				1979								
	1977	1978	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	8,959r	11,134	11,813	11,740	11,502	11,228	11,381	11,314	11,736	11,186	11,352	11,399	11,466	11,355	11,283
	7.7r	6.8	5.4	5.9	6.0	6.7	7.9	8.1	12.0	6.8	7.4	9.0	11.1	8.2	7.2
Montgomery	80,505r	83,586r	84,182	84,720	84,332	84,298	82,981	83,778	83,603	84,535	85,932	88,678	88,780	88,017	88,377
	6.2r	5.5	5.7	5.5	5.2	5.2	5.8	5.8	5.3	5.3	5.2	6.8	6.3	6.1	5.8
Morgan	33,631r	34,984r	35,395	35,638	35,379	35,296	35,156	35,438	35,440	35,596	35,912	36,373	36,806	36,796	37,020
	7.9r	6.5r	5.6	5.5	5.7	6.1	8.0	7.7	7.3	6.8	6.5	7.9	7.9	8.1	7.1
Perry	4,456r	4,610r	4,867	4,852	4,677	4,542	4,608	4,655	4,621	4,663	4,872	4,885	5,072	4,895	4,998
	9.4r	8.4	8.1	7.0	7.2	7.0	7.6	9.8	7.7	6.5	7.0	9.5	11.2	7.8	7.3
Pickens	8,401r	8,101	8,072	8,050	7,846	7,752	7,655	7,690	7,656	7,725	7,840	7,824	8,081	7,909	7,876
	9.1r	8.7	7.7	7.6	8.5	7.7	8.2	10.0	8.1	10.1	8.8	9.1	9.3	7.6	7.3
Pike	12,120r	12,457	12,324	13,188	12,759	11,690	11,430	12,420	11,701	11,929	12,197	12,275	12,151	11,917	12,702
	5.5	5.2	5.4	4.6	4.5	5.1	5.9	7.3	4.8	4.8	4.7	6.1	7.0	5.7	4.5
Randolph	8,007r	8,140	8,384	8,516	8,359	7,671	7,752	7,955	7,832	7,839	7,808	7,454	7,989	7,647	7,700
	8.0	10.4	10.6	9.0	8.5	8.4	10.5	14.3	10.9	10.2	10.0	11.1	15.4	8.8	8.2
Russell	18,397r	18,407	18,619	18,414	18,533	18,491	17,220	17,231	17,165	17,071	17,300	17,574	17,711	17,668	17,720
	8.1r	7.2	7.7	6.7	7.0	6.8	9.0	9.2	8.8	7.8	8.2	8.9	8.0	7.4	7.5
St. Clair	11,759r	15,399	16,578	16,662	16,571	16,737	16,592	16,578	16,558	16,726	16,876	17,007	17,223	17,049	17,160
	6.6r	4.9	4.5	4.7	4.2	4.9	6.5	6.1	5.9	5.8	5.7	6.1	6.1	5.7	4.9
Shelby	17,057r	22,682	24,686	24,546	24,381	24,645	24,384	24,115	23,978	24,275	24,410	24,887	25,148	24,834	25,066
	6.2r	6.5	7.2	6.4	5.8	6.6	8.0	6.7	6.0	6.2	5.7	7.2	7.0	6.4	5.9
Sumter	6,527r	6,571	6,839	6,894	6,613	6,525	6,300	6,363	6,357	6,526	6,572	6,463	6,604	6,581	6,465
	6.3r	5.9	5.3	6.4	5.7	5.3	6.4	7.6	6.2	6.4	6.4	6.6	7.9	8.8	6.8
Talladega	26,283r	26,864	26,932	27,183	27,076	27,550	27,083	27,328	27,043	27,363	27,819	27,723	27,882	27,403	27,951
	9.4r	8.3	7.4	7.6	7.6	9.4	9.4	10.0	9.7	10.1	10.1	11.2	12.1	10.7	10.4
Tallapoosa	15,852r	16,081	16,063	16,131	16,023	16,136	15,925	15,956	15,885	16,062	16,221	16,488	16,659	16,555	16,444
	5.7	5.5	5.0	5.3	4.8	5.7	6.2	6.5	6.2	6.5	5.8	7.2	7.3	6.4	5.5
Tuscaloosa	51,787r	51,592	51,097	51,502	51,484	51,252	50,597	51,316	51,224	51,520	51,783	50,797	51,010	51,261	51,769
	7.0	6.9	5.6	5.3	6.1	5.8	7.2	7.5	6.6	6.1	6.2	6.5	6.2	5.9	5.5
Walker	22,896r	28,938	30,628	30,654	30,554	30,768	31,189	31,714	30,932	31,318	31,531	32,001	32,200	31,682	32,232
	7.1r	6.8	5.9	5.7	5.4	5.9	9.5	10.7	8.3	8.4	8.1	9.2	8.6	7.6	7.9
Washington	6,772r	5,654	5,761	5,582	5,462	5,402	5,215	5,222	5,210	5,236	5,398	5,286	5,763	5,662	5,881
	6.3r	10.1	10.4	7.8	9.3	9.7	12.1	13.2	14.1	11.3	11.3	12.4	14.7	10.4	9.7
Wilcox	4,676r	4,861r	5,068	5,208	5,103	4,989	4,887	5,053	4,949	4,951	5,095	5,055	5,411	5,000	5,197
	11.1r	7.1	6.4	6.0	6.7	6.9	10.3	11.4	9.3	9.0	8.8	10.0	14.4	9.0	8.5
Winston	6,771r	7,432	7,585	7,632	7,435	7,332	7,222	7,287	7,322	7,345	7,625	7,383	7,531	7,685	7,652
	10.1r	8.9	6.8	6.6	6.8	9.0	10.8	13.9	12.6	9.8	11.1	11.4	11.7	12.5	9.5
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	667,465	1,049,905	111,479	60,644	142,941	33,938	49,055	39,032	44,665	43,823	64,518	50,712	.....	.....	.....
Shipping weight *(1,000,000 lbs.)*	22,585	35,633	4,478	1,652	3,775	671	1,007	1,210	988	1,787	1,789	1,476	.....	.....	.....
Exports															
Value *($1,000)*	708,588r	913,311	62,040	100,519	75,010	69,267	63,685	67,597	93,164	46,158	53,631	65,434	.....	.....	.....
Shipping weight *(1,000,000 lbs.)*	11,122	10,454	639	900	732	522	498	696	873	522	442	538	.....	.....	.....
Shipments by water, Port of Mobile[8] *(1,000 tons)*	35,968	34,783	2,754	2,898	2,836	2,800	2,374	2,519r	3,142	3,603	3,051	3,181	3,874	3,279	2,248
Domestic															
Electric energy consumption, non-industrial purposes *(1,000,000 kwh)*	21,866	22,495	2,202	1,850	1,460	1,672	2,128	2,242	1,732	1,466	1,423	1,679	2,022	2,208	2,146
Gasoline sales[9] *(1,000 gallons)*	2,178,852	2,163,414	177,648	184,223	177,758	182,386	176,921	161,156	179,910	172,515	182,220	170,611	168,881	179,066	172,547
New passenger car registrations[10] *(number)*	178,909	176,113	11,630	14,842	12,994	14,860	13,889	12,925	15,562	14,718	15,447	12,639	13,196	15,088	.....
Retail sales by kind of business, state totals[11] *($1,000,000)*															
Food	2,435	2,708	234	223	228	248	224	223	250	238	250	276	252	256	166
General stores with food and gas	158	188	17	17	16	17	16	15	18	18	19	21	20	21	20
General merchandise	1,636	1,778	140	146	174	269	119	120	146	155	158	150	140	156	83
Apparel	386	423	34	36	38	63	32	28	37	40	36	35	33	38	33
Furniture, furnishings, etc.	412	461	39	38	40	48	38	37	42	39	43	43	43	45	40
Automotive	2,349	2,708	216	244	213	202	205	210	261	235	248	221	220	250	197
Gasoline service stations	851	859	73	74	71	77	72	67	82	78	83	88	87	99	88
Lumber and building materials	728	850	77	81	77	67	60	57	76	73	83	81	84	91	78
Hardware and farm implements	365	423	34	41	36	33	27	28	37	40	39	37	32	38	35
Eating places	690	809	69	69	67	71	66	64	77	75	78	77	77	80	67
Drug stores	334	362	29	30	30	38	34	32	33	32	36	32	32	33	32
All other retail	1,763	1,968	161	168	162	193	154	152	185	187	208	187	163	187	163
Total sales by retail concerns	12,108	13,537	1,124	1,167	1,154	1,326	1,046	1,033	1,245	1,209	1,281	1,246	1,181	1,294	1,000
Nonretail and unclassified concerns	4,026	4,573	376	429	417	449	356	379	432	405	463	452	407	469	396
Total all sales at retail	16,135	18,110	1,500	1,596	1,571	1,775	1,403	1,411	1,678	1,615	1,744	1,698	1,589	1,763	1,396
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	336,906	378,338	31,848	33,518	30,556	35,344	27,131	26,206	36,299	32,428	38,557	34,008	31,185	35,562	27,571
Birmingham	4,328,519	4,856,558	401,170	439,562	424,026	481,403	399,018	388,338	452,137	442,250	460,424	457,598	437,225	450,336	348,201
Florence	400,209	462,969	37,882	39,246	39,283	45,850	36,558	35,507	44,062	41,783	45,621	42,790	36,862	45,104	34,810
Gadsden	320,093	371,328	31,657	33,003	31,417	34,570	29,156	28,494	34,787	33,761	35,795	34,534	33,393	36,231	30,480
Huntsville	1,007,895	1,110,227	90,709	98,029	95,020	101,770	83,010	82,469	102,652	98,879	106,495	98,733	96,408	103,718	86,189
Mobile	1,549,980	1,757,700	138,503	144,472	142,549	157,623	136,871	131,226	159,026	157,561	163,329	154,234	146,915	148,452	116,257
Montgomery	1,024,454	1,196,843	99,441	103,656	100,463	108,075	94,420	94,583	108,800	104,655	109,745	109,004	100,104	113,767	81,488
Tuscaloosa	432,745	474,953	42,014	40,940	41,471	43,905	37,390	36,579	41,824	40,764	43,628	42,342	40,332	44,590	35,666
Counties															
Autauga	74,313	85,288	6,627	6,889	6,404	6,499	6,569	7,690	7,867	8,307	8,031	7,919	7,106	7,887	5,768
Baldwin	239,838	273,318	21,350	22,199	21,306	21,996	19,555	19,773	25,496	24,982	27,522	28,062	24,144	25,413	18,659
Barbour	52,971	56,554	4,623	4,543	4,312	5,548	4,230	4,256	5,371	5,260	5,482	5,229	4,324	5,015	3,977
Bibb	24,809	27,255	2,248	2,299	2,400	2,406	2,021	1,923	2,295	2,269	2,422	2,592	2,233	2,695	2,447
Blount	76,414	76,382	6,120	6,722	6,139	6,711	5,615	5,324	7,088	6,574	7,490	8,219	7,473	7,435	6,640
Bullock	23,073	24,934	2,078	2,033	2,322	2,304	2,315	2,275	2,349	2,157	2,408	2,525	2,409	2,579	2,397
Butler	51,764	59,353	4,914	5,077	4,524	5,650	4,859	4,302	5,489	5,160	5,591	5,499	4,950	5,463	4,659
Calhoun	336,906	378,338	31,848	33,518	30,556	35,344	27,131	26,206	36,299	32,428	38,557	34,008	31,185	35,562	27,571
Chambers	61,409	68,953	5,938	6,117	6,384	6,291	6,005	5,407	6,777	6,695	7,017	7,375	7,098	7,678	6,512
Cherokee	42,290	46,189	3,625	5,451	4,326	4,145	3,434	3,256	4,554	4,490	4,823	4,638	3,821	4,196	3,941
Chilton	63,615	72,620	5,810	6,251	6,098	6,624	5,614	5,682	7,005	6,452	7,320	7,032	6,395	6,985	5,449
Choctaw	31,962	37,245	2,985	3,096	3,283	3,375	3,028	2,978	3,496	3,494	3,564	3,639	3,296	3,728	3,271
Clarke	83,401	88,097	7,103	7,513	7,080	8,320	6,835	6,396	7,665	7,857	8,033	8,177	7,282	8,109	6,625
Clay	23,313	25,512	2,157	2,484	2,247	2,408	2,033	1,920	2,259	2,175	2,160	2,222	2,106	2,101	2,105
Cleburne	17,457	18,897	1,447	1,601	1,705	1,517	1,321	1,482	1,783	1,675	1,744	1,790	1,547	1,679	1,376
Coffee	109,147	127,746	10,555	10,841	10,577	12,055	10,484	11,432	12,910	12,852	13,422	11,863	11,423	12,850	11,038

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978				1979								
	1977	1978	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	189,732	220,100	18,128	18,723	18,300	20,964	18,841	18,853	21,486	20,780	23,692	21,820	17,568	23,337	16,802
Conecuh	35,603	38,525	3,284	2,987	2,748	3,143	3,091	2,635	3,439	2,954	3,226	2,914	2,821	3,081	2,599
Coosa	13,601	14,895	1,304	1,273	1,281	1,320	1,162	1,133	1,380	1,286	1,281	1,389	1,391	1,508	1,254
Covington	113,295	125,895	10,603	11,074	10,391	10,549	9,544	9,529	12,216	12,576	12,215	12,455	10,677	11,844	10,268
Crenshaw	27,786	31,640	2,375	2,683	2,710	2,793	2,284	2,231	3,129	2,996	3,609	3,447	2,795	2,963	2,618
Cullman	187,575	215,399	17,722	19,572	18,812	18,721	16,708	16,685	20,978	20,737	22,947	22,343	20,246	22,463	19,296
Dale	68,240	75,869	6,202	6,488	6,357	7,762	6,030	5,840	8,537	8,209	8,704	9,274	7,615	9,577	7,242
Dallas	175,594	194,607	16,114	17,033	15,839	18,363	15,154	15,002	18,850	17,869	19,215	18,825	16,455	19,264	14,817
DeKalb	130,363	147,697	13,329	13,358	12,452	13,044	11,185	10,625	13,623	12,926	14,332	13,488	13,497	14,174	12,382
Elmore	70,140	77,805	6,265	6,372	6,281	6,818	5,864	6,271	7,204	6,920	7,390	7,554	6,795	7,510	5,887
Escambia	127,926	142,384	11,360	12,739	12,208	13,545	10,611	10,485	12,569	11,907	12,649	12,696	11,497	13,149	10,868
Etowah	320,993	371,328	31,657	33,003	31,417	34,570	29,156	28,494	34,787	33,761	35,795	34,534	33,393	36,231	30,480
Fayette	78,218	89,529	7,113	7,576	7,748	8,821	6,583	6,396	8,011	8,129	9,417	8,679	8,003	9,559	8,246
Franklin	81,682	91,365	6,833	7,053	7,341	7,353	6,227	6,228	9,951	9,350	8,724	9,601	7,217	7,733	6,626
Geneva	90,583	99,129	9,252	8,225	7,897	8,785	7,684	7,905	9,331	9,659	10,181	9,119	8,767	9,161	9,114
Greene	15,674	19,818	1,619	1,697	1,492	1,644	1,193	1,348	1,774	1,590	2,069	1,847	1,602	1,769	1,267
Hale	27,512	30,557	2,591	2,526	2,521	2,740	2,335	2,346	2,881	3,172	2,949	3,049	2,524	2,780	2,239
Henry	38,414	43,841	3,657	3,744	3,558	4,092	3,514	3,261	4,285	4,144	4,149	4,017	3,454	3,863	3,785
Houston	380,869	429,803	34,920	39,235	36,377	40,442	34,542	35,048	38,359	35,581	38,323	36,791	36,115	39,840	33,849
Jackson	133,812	147,746	12,838	12,820	12,468	12,921	10,764	10,611	13,926	13,961	14,248	13,754	12,882	13,680	12,125
Jefferson	3,854,080	4,307,024	354,639	390,331	375,808	434,406	354,919	344,556	399,231	392,423	405,019	402,767	387,290	394,910	308,594
Lamar	25,669	30,047	2,316	2,722	2,703	2,840	2,361	2,268	2,876	2,879	3,177	2,980	2,649	2,831	2,721
Lauderdale	210,477	242,869	19,754	20,523	20,983	24,886	17,717	16,654	22,576	21,003	21,929	20,970	19,294	21,767	18,008
Lawrence	47,520	53,251	4,279	4,645	4,512	5,189	4,780	3,853	5,207	5,161	5,699	6,179	4,521	4,807	4,397
Lee	220,081	251,615	21,490	22,877	21,539	22,526	21,042	19,806	23,065	23,418	24,133	23,240	21,400	24,048	19,446
Limestone	111,708	128,949	10,264	11,602	11,141	11,304	9,261	9,068	11,895	12,004	13,091	12,049	11,208	12,120	10,641
Lowndes	18,696	21,844	2,006	2,112	1,769	2,474	1,719	1,658	1,969	1,923	2,098	2,148	1,865	1,957	1,759
Macon	38,802	43,409	4,001	3,847	3,445	3,572	4,033	3,260	4,024	3,765	3,915	4,077	3,758	4,211	2,912
Madison	650,561	712,693	58,771	62,522	61,298	65,907	52,838	52,752	65,263	63,337	66,935	61,579	60,978	66,460	53,418
Marengo	69,963	72,357	5,994	6,721	6,000	6,260	5,545	5,546	6,815	5,761	8,550	7,126	6,862	7,063	5,647
Marion	71,945	65,426	5,434	5,600	5,589	6,105	5,028	5,000	6,599	6,265	7,457	6,670	6,598	6,927	6,541
Marshall	245,626	268,585	21,674	23,905	22,581	24,559	20,911	20,649	25,494	23,538	26,469	25,105	24,222	25,138	22,130
Mobile	1,310,142	1,484,382	117,153	122,273	121,243	135,627	117,316	111,453	133,530	132,579	135,807	126,172	122,771	123,039	97,598
Monroe	99,183	156,798	11,761	12,761	11,896	11,980	8,141	8,584	10,412	8,974	9,366	7,679	6,852	8,180	5,930
Montgomery	880,001	1,033,750	86,549	90,395	87,778	94,758	81,987	80,622	93,729	89,428	94,324	93,531	86,203	98,370	69,833
Morgan	424,408	464,592	38,217	40,949	35,403	36,682	32,914	30,764	35,050	45,952	45,218	38,927	35,939	39,769	32,493
Perry	25,212	28,053	2,815	2,454	2,398	2,646	2,180	2,081	2,672	2,649	2,771	2,691	2,521	2,840	2,535
Pickens	42,799	47,704	3,884	4,163	4,226	4,323	3,265	3,575	4,485	4,013	4,790	4,902	4,104	4,420	3,751
Pike	78,968	89,389	7,473	7,734	7,271	8,172	6,594	6,162	8,022	8,236	8,902	7,973	7,129	8,110	6,388
Randolph	47,582	51,960	4,106	4,413	4,231	4,991	4,242	3,886	4,621	4,022	4,352	4,438	3,754	4,043	4,006
Russell	74,833	83,268	6,940	6,976	6,928	7,189	6,397	6,104	7,455	7,244	7,839	7,707	7,097	7,308	5,883
St. Clair	74,776	94,879	8,332	8,587	8,057	7,837	7,540	7,277	9,457	9,362	10,124	10,112	9,457	10,340	9,215
Shelby	198,671	231,350	18,557	20,947	20,840	19,431	18,584	18,488	21,800	20,421	23,888	24,438	21,091	23,451	14,409
Sumter	28,493	30,578	2,632	2,786	2,567	2,875	2,408	2,203	2,927	2,626	2,978	3,006	2,751	2,979	2,670
Talladega	167,255	184,561	15,470	15,973	15,056	17,584	14,901	14,290	17,694	16,471	18,123	17,385	17,312	18,164	12,719
Tallapoosa	107,804	116,459	9,492	10,332	9,030	10,266	8,444	8,159	10,349	9,508	10,230	10,521	9,664	10,480	8,440
Tuscaloosa	432,745	474,953	42,014	40,940	41,471	43,905	37,390	36,579	41,824	40,764	43,628	42,342	40,332	44,590	35,666
Walker	200,992	223,305	19,642	19,697	19,321	19,729	17,975	18,017	21,649	20,044	21,393	20,281	19,387	21,635	15,983
Washington	20,696	23,013	1,906	1,949	2,066	2,205	1,902	1,974	2,126	2,171	2,422	2,220	1,969	2,139	2,038
Wilcox	26,164	29,989	2,327	2,415	2,644	2,570	2,437	2,803	2,939	2,640	2,902	2,923	2,485	2,603	2,791
Winston	66,452	79,900	7,152	7,189	5,805	6,943	6,203	6,442	7,477	7,254	8,782	8,437	7,134	8,030	6,982
Statewide [1]	2,603,581	2,908,331	246,588	260,976	287,129	355,791	208,185	245,403	278,967	247,370	296,535	299,439	277,834	357,381	276,171
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[2]															
Anniston															
Building permits ($1,000)															
Total	12,201	10,003	1,779	367	915	465	794	1,122	551	793	840	1,195	415	1,247	6,887
Residential	3,641	5,366	1,194	221	587	273	186	268	412	84	378	238	220	363	2,972
Nonresidential	7,374	3,482	510	103	70	110	514	757	26	554	317	866	109	734	3,848
Birmingham															
Building permits ($1,000)															
Total	82,340	115,704	12,230	14,839	16,494	6,588	14,589	4,011	13,347	7,635	15,801	10,367	12,367	10,880	15,068
Residential	26,683	30,517	5,469	3,157	8,052	1,274	1,206	899	4,142	3,534	2,044	1,964	2,117	2,620	9,392
Nonresidential	23,658	38,577	1,885	7,381	2,342	1,468	3,426	860	1,907	1,157	3,186	839	3,692	4,368	1,018
Decatur															
Building permits ($1,000)															
Total	44,141	49,063	4,253	4,610	4,470	2,782	1,020	1,093	1,706	4,692	5,213	5,397	5,103	5,524	5,719
Residential	13,610	14,710	1,114	1,157	994	820	689	796	1,003	1,158	1,472	1,366	1,269	1,438	1,697
Nonresidential	29,259	32,950	3,010	3,312	3,361	1,880	245	211	691	3,386	3,574	3,860	3,661	3,909	3,874
Dothan															
Building permits ($1,000)															
Total	25,744	17,171	2,179	1,207	1,530	1,869	3,086	1,797	3,642	2,363	1,497	2,923	2,190	1,332	2,846
Residential	12,313	7,434	448	727	507	584	810	1,058	1,152	1,400	979	1,766	497	936	575
Nonresidential	10,847	7,194	1,496	155	778	1,100	2,031	550	2,263	696	203	808	1,408	218	2,098
Gadsden															
Building permits ($1,000)															
Total	23,217	16,498	976	706	2,325	282	699	1,306	651	2,064	1,091	1,101	1,027	1,158	760
Residential	4,349	5,904	197	299	2,149	36	188	122	190	1,515	564	559	445	548	242
Nonresidential	16,334	8,588	544	15	17	18	359	1,063	174	253	294	298	335	364	290
Huntsville															
Building permits ($1,000)															
Total	41,647	60,331	3,905	3,427	5,427	5,390	4,061	2,818	7,584	5,812	3,380	5,765	6,542	1,786	3,878
Residential	22,982	29,097	982	1,489	3,725	996	553	620	2,531	1,061	1,764	1,842	1,164	1,178	2,757
Nonresidential	12,740	25,497	2,436	985	1,384	4,089	2,916	1,593	4,398	3,739	1,224	3,545	4,873	608	602
Mobile															
Building permits ($1,000)															
Total	102,479	78,754	3,897	5,405	6,380	4,655	8,973	4,004	4,697	4,594	13,378	10,520	5,352	8,960	3,280
Residential	52,028	25,381	1,141	1,041	4,102	2,340	1,088	883	1,304	1,382	5,386	4,470	832	5,207	876
Nonresidential	40,244	41,272	1,786	3,188	1,128	1,612	7,318	2,256	2,334	2,082	6,522	4,864	3,532	2,247	525
Montgomery															
Building permits ($1,000)															
Total	80,309	88,523	17,405	5,562	4,252	3,643	6,544	9,011	8,686	6,324	11,112	14,798	5,020	8,714	4,825
Residential	36,563	42,252	2,391	2,855	2,039	2,813	1,898	3,049	5,498	4,981	5,844	10,046	2,293	5,862	2,455
Nonresidential	35,762	36,716	14,041	1,888	1,469	216	3,964	5,451	2,344	596	4,379	3,856	1,808	1,904	1,539

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978				1979								
	1977	1978	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES —CONTINUED															
Quad-Cities[13]															
Building permits ($1,000)															
Total	34,845	34,412	2,525	2,841	1,140	1,148	842	1,832	2,754	3,342	2,855	2,146	1,818	2,244	1,638
Residential	17,430	16,330	981	1,933	602	739	530	930	2,379	2,267	1,787	1,216	871	1,463	1,051
Nonresidential	14,122	15,011	1,278	564	155	250	74	595	86	820	700	658	755	278	128
Selma															
Building permits ($1,000)															
Total	4,859	6,474	262	1,592	554	289	561	402	995	450	426	538	650	703	576
Residential	2,546	1,765	180	110	195	202	450	264	351	159	274	234	429	270	212
Nonresidential	1,075	3,296	4	1,276	247	.....	43	.....	463	101	48	92	59	160	262
Tuscaloosa															
Building permits ($1,000)															
Total	38,714	29,257	3,627	3,611	1,605	1,006	1,145	1,777	2,726	1,214	2,065	2,737	6,555	5,474	3,147
Residential	25,828	16,549	908	1,124	769	441	813	1,097	1,565	791	1,453	2,221	793	1,046	699
Nonresidential	9,550	8,916	2,418	1,941	254	380	139	492	798	192	422	103	5,485	4,112	2,025

NOTE: A complete listing of data sources is available in the October 1979 issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. r Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to March 1978 benchmark. **Labor force, total employment, and unemployment estimates prior to April 1978 are not comparable to subsequent estimates. Revised procedures have been incorporated which create a "break in series," since many of the new inputs are not available for earlier periods. The nonagricultural wage and salary employment series is not affected by these changes.**

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

Alabama Business Hall of Fame Adds Five Members

Five new members—including the first two living members—were added to the Alabama Business Hall of Fame on October 23 at its sixth annual induction ceremony at The University of Alabama. The five additions increase the membership of the Hall of Fame to a total of 31.

The two living members are John Anton Hand (1901-) of Birmingham and Thomas Dameron Russell (1903-) of Sylacauga. Hand, who was honored for his contributions as a banker, civic leader, and humanitarian, led First National Bank of Birmingham for many years and was a pioneer in the movement toward bank holding companies in Alabama. Russell, who was honored for his contributions as a businessman, philanthropist, and textile-industry leader, has led Russell Mills Corporation since 1945. His father, Benjamin Russell (1876-1941) was the founder of Russell Mills and was an original member of the Hall of Fame in 1974.

Charles Anglin Hamilton (1876-1942) of Anniston, who was honored for his contributions as a manufacturer, entrepreneur, and community leader, was a founder of Alabama Pipe Company. Balpha Lonnie Noojin (1885-1950), who was honored for his contributions as an athlete, educator, businessman, and politician, was a founder of Noojin Supply Company in Gadsden. And finally, Herbert Eugene Westervelt (1958-1938) of Tuscaloosa, who was honored for his contributions as a pioneer paperman, world traveler, and inventor, was the founder of Gulf States Paper Company. Westervelt's daughter, Mildred Westervelt Warner (1893-1974), was an initial member of the Hall of Fame in 1974.

Also honored at the ceremony was Dr. John S. Fielden, who recently stepped down as dean of the College of Commerce and Business Administration to work in the University's international program. He was presented an award from the college's Board of Visitors—sponsors of the Hall of Fame—for his accomplishments and contributions during his eight years as dean.

Special guest speaker for the induction ceremony was Albert W. Vogtle, president of the Southern Company, the parent company of Alabama Power Company.

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The Economy in Perspective:

Alabama Retail Sales Trends

Retail sales in Alabama totaled $12.78 billion during the eight months from January through August in 1979. Based on past years' trends, it appears likely that retail sales for the entire year 1979 will total over $20 billion. Moreover, Alabama retail sales trends do not yet reveal any sign of the recession which has been anticipated nationally.

The retail sales data reported monthly in *Alabama Business* provide many useful insights into the pattern of economic activity in the state. The breakdown of retail sales by goods categories reveals the relative sizes and patterns of change among various markets within the state. The breakdown of retail sales by SMSAs and counties is indicative of regional patterns of relative economic growth within the state.

During the first eight months of 1979, sales by food stores comprised the largest category of retail sales and totaled $1.96 billion. This total included both food and nonfood items sold by such stores. The food store retail sales were 15.4% of the state total. During the same period, automobile sales were 14.4% of total retail sales; sales by general merchandise stores, 8.6%; and gasoline service stations, 5.1%. A complete breakdown of retail sales by category is shown in Table 1.

Table 1
Retail Sales Distribution in Alabama
(January-August 1979)

Category	Percentage
Food stores	15.4
Automotive	14.4
General merchandise	8.6
Gasoline service stations	5.1
Lumber and building materials	4.7
Eating places	4.6
Furniture	2.6
Hardware	2.3
Apparel	2.2
Drugs	2.1
General stores with food and gas	1.2

For most categories of firms, sales are not spread evenly over the year. In terms of total retail sales in 1978, only 63% of dollar sales were made during the first eight months (66% of the selling days). The seasonality of business activity is particularly important for some types of business. In 1978, for example, 44.3% of sales by general merchandise stores occurred during September through December.

The retail sales sector is an important source of employment for many Alabama citizens. In August 1979, 201,000 people were employed by retail sales establishments within the state. The retail trade employment accounted for 15% of total nonagricultural employment in Alabama.

During the first eight months of 1979, statewide total retail sales grew by 11.95% compared to the same period for 1978. Table 2 provides a detailed breakdown of the sales growth trends by category. SMSA and county retail sales data, however, reveal that the growth has not been uniform across the state. The Birmingham SMSA—consisting of Jefferson, Shelby, St. Clair, and Walker counties—has experienced the greatest growth among metropolitan areas during this period: 13.2%. This is followed by the 11.6% growth of the Gadsden SMSA. Other SMSA growth rates for the same period are: Florence, 9.1%; Tuscaloosa, 8.9%; Huntsville, 7.8%; Montgomery, 7.6%; Anniston, 7.2%; and Mobile, 2.7%.

Table 2
Growth of Retail Sales in Alabama
(Jan.-Aug. 1979 vs. Jan.-Aug. 1978)

Category	Percent Change
Food stores	12.37
Automotive	1.88
General merchandise	10.61
Gasoline service stations	18.00
Lumber and building materials	10.72
Eating places	12.45
Furniture	12.41
Hardware	1.45
Apparel	11.25
Drugs	12.88
General stores with food and gas	21.48
Total Sales	11.95

Retail sales within these metropolitan areas accounted for 58.1% of total Alabama retail sales during January through August 1979. The largest metropolitan area, Birmingham, accounted for 27.2% of total state retail sales. Nonmetropolitan sales accounted for 41.9% of retail sales during this period. Significantly, the growth of retail sales in nonmetropolitan areas was 15.5%, compared to average retail sales growth of 9.6% in the metropolitan areas. This growth trend is an indication of the continued economic strength of the rural areas and small towns of Alabama.

—**Ronald Bird**

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